

Psychology of Color

1. Write a few clichés here regarding color:

2. The impact colors have on the way we feel and act is known as: _____

3. What color of walls do they put in youth homes/prisons and why?

4. What colors do athletic directors paint their locker rooms? What about the opposing team? Why?

5. What happened when the Chicago meat market painted their walls yellow? How did they fix the problem?

6. What feelings are associated with the following colors?

Orange:

Yellow:

Green:

Black:

White:

Red:

Blue:

Violet:

7. As a designer, whose color preference is more important, yours or the clients? _____